AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Electronic Commerce						
Course Code	İŞT252		Couse Level	Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 *(Hours)*	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	The ability of the learner to identify E-Commerce customers according to the product's product and sales strategies; to make marketing / sales strategies by creating databases on the internet according to customer characteristics, to enable the company to make E-Sales according to sales strategies and policies and customer specifications, to make updates about the sales department on web page according to business, market and technological developments.						
Course Content	Create e-commerce customers, create databases on the Internet and help create marketing / sales strategies, create databases on the Internet and help create marketing / sales strategies, make E-Sales, and get updates on the sales page on the Web page.						
Work Placement	N/A						
Planned Learning Activities and Teaching Methods			Explanation (Presentation), Discussion, Case Study				
Name of Lecturer(s)	Ins. Tuğba KAVLU						

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	E-ticaret, Gazanfer Erbaşlar- Şükrü Dokur

Week	Weekly Detailed Course Contents	
1	Theoretical	Identify e-commerce customers
2	Theoretical	Identify e-commerce customers
3	Theoretical	Identify e-commerce customers
4	Theoretical	Create databases on the internet and help create marketing / sales strategies
5	Theoretical	Create databases on the internet and help create marketing / sales strategies
6	Theoretical	Create databases on the internet and help create marketing / sales strategies
7	Theoretical	Create databases on the internet and help create marketing / sales strategies
8	Theoretical	Create databases on the internet and help create marketing / sales strategies
9	Intermediate Exam	midterm
10	Theoretical	E-Selling
11	Theoretical	E-Selling
12	Theoretical	Having updates on the sales page on the web page
13	Theoretical	Having updates on the sales page on the web page
14	Theoretical	Having updates on the sales page on the web page
15	Theoretical	Having updates on the sales page on the web page
16	Final Exam	Final Examination

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28

Assignment	10	0	1	10
Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
			Total Workload (Hours)	50
			[Total Workload (Hours) / 25*] = **ECTS**	2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes	
1	Explain the relationship between electronic commerce and internet.
2	Explain the concept of security in e-commerce.
3	Explain the relationship between e-commerce and information systems.
4	E-commerce organizing activities
5	E-commerce practice its activities